

7 Principles of Our Innovation Journey

Begin Everything with Empathy

Concentrate innovation efforts on addressing the three plagues of loneliness, helplessness and boredom.

Be Obsessive About Data Driven Insights and Feedback

Obsess about "what we know" and throw out "what we think".

Nimble and Fast

Be flexible, comfortable with change and move fast.

Roll up our Sleeves

Be open to evaluating how we work and be ready for real change.

Engage with Elders to Settle the Debates

Innovation requires continuous validation. Rapid, iterative Elder feedback will ensure that solutions deliver real value and not Innovation for Innovation sake.

Human Connection

Innovation requires co-creation, co-development and multi-disciplinary partnerships. Face-to-face conversations are the norm.

Design Quality of Life Improvement Solutions for Scale

The target is scale. Broader reach and bigger impact to improve quality of life.